

# Publications Guidelines

## *The Spirit*

### Purpose:

- To publicize upcoming events that are open to the congregation
- To introduce or highlight new ministries
- To highlight or enhance existing ministries
- To highlight or follow-up on a past event

### The following changes will be made to our current publication:

1. Designated pages will be limited to the Senior Pastor, the Associate Pastor, Church Council, Calendar of Events, Key Contacts, and the last page which will include financial information, pastoral acts, and memorials.
2. All other submissions will be prioritized by the order in which they are received.
3. The Calendar will be limited to EVENTS pertinent to the whole congregation, as opposed to listing everything that goes on in the church building.
4. Each article can take up no more than one third of page (less is perfectly fine). The Spirit is printed mainly in a size 10 font.
5. An article may appear in two consecutive newsletters, but will need to be altered and resubmitted.

### Other reminders and things to consider:

- *The Spirit* deadline is the 15th of each month.
- Submit articles to: [jacqie@stmaryslutheran.org](mailto:jacqie@stmaryslutheran.org)
- Ideally, articles should be submitted in WORD format, as an attachment, but text may also be sent in the body of an e-mail.
- Logos, photos (jpeg format), and clip art specific to a particular ministry should be sent separately (not in the WORD document).
- Avoid special formatting such as bolding, underlining, and borders. Also avoid excessive use of caps and exclamation points.
- Forms that need to be filled out or preprinted inserts cannot be included in *The Spirit*.
- Thank you notes (personal or from a ministry) should be submitted for inclusion in *The Spirit*, rather than the bulletin.
- Communications Coordinator has been granted editing privileges.
- Staff will ultimately decide appropriateness of articles to be published.

# Publications Guidelines

## **Weekly Bulletin Announcement Page**

### Purpose:

- To serve as a REMINDER of things happening that day (coffee sales, sign-ups, etc.)
- To serve as a REMINDER of upcoming events already publicized in *The Spirit*
- To provide a calendar and other information for the next week (scripture readings, Council Connection, etc.)
- To provide weekly updates (offering, attendance, hospitalizations, etc)

### Things to consider:

- If indicated, an article may be published on the announcement page for TWO consecutive weeks.
- Thank you notes (personal or from a ministry) should be submitted for inclusion in *The Spirit*, rather than the bulletin.
- Forms that need to be filled out or preprinted inserts cannot be included in the bulletin. If a form or flyer needs to be dispensed, members of the specific ministry should hand them out as parishioners enter or leave the sanctuary. Do not give them to the ushers! The personal interaction will be beneficial for your ministry.